

the purpose of simplifying, generalization of managerial levers needs to be applied; so firstly seeming separated OP and CP can be combined into one element being evaluated as efficiency of resource usage and as consequence we get two managerial dimensions (fig. 3).

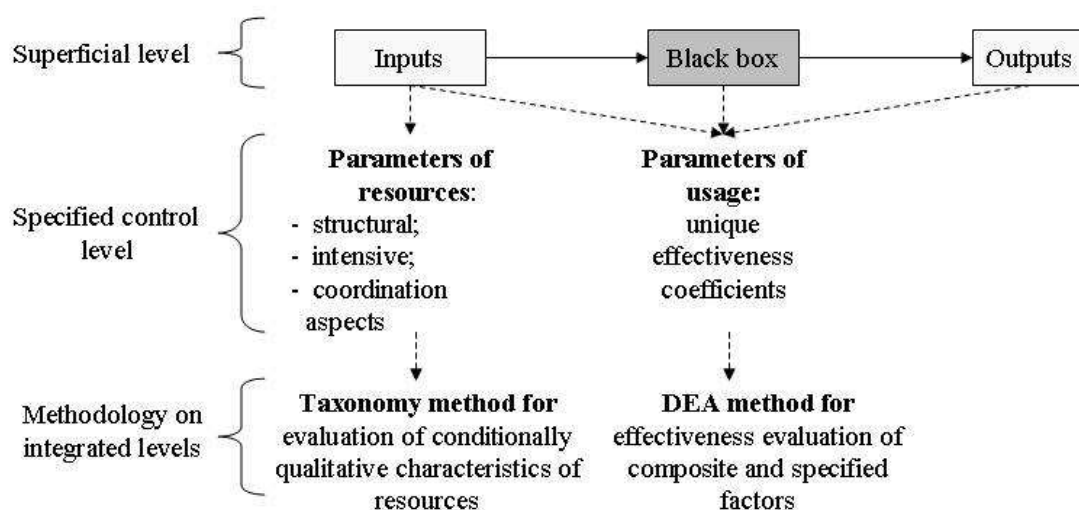


Fig. 3. Peculiarities of managerial dimensions [own elaboration]

To sum up we can conclude that estimation platform does not need three elements to be evaluated because both first (resources) and third ones (outputs) are used for efficiency estimation do define in what way a system uses its resources. Thus, instead of usual concentration just on an efficiency, outputs or inputs estimation, we basically propose two levers to improve system performance. Namely the first one is to raise a level of resources' quality and the second one is to enhance an efficiency of particular resources' usage. The first way can be realized through, for example, the Taxonomy method (for aggregating of particular indices in a composite one describing level of resources' development) and the second one can be based on applying of such nonparametric method in operations research and economics as data envelopment analysis (DEA). As a result basing on a benchmarking and getting relative estimations, manager becomes to be able to define character of the system performance. Having the type of performance (which could be completely negative, partly resource negative, partly effectiveness negative or completely positive), manager knows what should be enhanced, in particular resource part needs positive changes to be applied or effectiveness should be increased, or even both parts have to bear necessary influence.

INNOVATIVE AREAS OF URBAN ECONOMY MANAGEMENT

CHRISTINA KALASHNIKOVA, Senior Teacher, PhD (Economics)

Intensive development of modern cities, megapolises formation in the latest decades have focused attention on the problem of optimizing of the municipal economy management, creating favorable conditions for the life of the citizens living

on the territory.

Urban economy is a complex of city enterprises, organizations and institutions located on the territory that serve the material and cultural needs of the inhabitants.

Management of urban economy is an incorporation of various functions to solve the problems of the urban complex development. The range of problems to be solved as the result of managerial activities includes solving specific development goals, identifying their priority, order and sequence of their implementation. On this basis management objectives are developed and certain tasks necessary to achieve these goals are substantiated.

The process of urban management consists of the following functions:

- setting goals and ways to implement them;
- planning and organization;
- taking managerial decisions;
- coordination and regulation;
- management and activities control.

To develop effective management decisions it is necessary to create an adequate organizational structure and management mechanism considering the level of the market relations development. Promising organizational structures possess the following characteristics: firstly, they easily and actively respond to the changing conditions of social development created by local government bodies and controlling units; secondly, they provide a real breakthrough in technological, social, economic and political development of the society; thirdly, they have fundamentally new forms of relationship between business partners that ensure competition.

Effective management of urban economy should provide a balance of functioning and development of the city infrastructure. It should be noted that the problem of balance will always exist. Its peculiarity is that it has a specific historical characteristic. Understanding functioning as a form of life depends on the specific conditions, the level of scientific and technological progress, stability of the society, etc. Both development and operation are dynamic processes as both the factors and resources of development and functioning vary. The factor of human resources is becoming more important, in particular, indices related to formation and development of intellectual potential.

Notable place among innovative ways of increasing the efficiency of the urban economy management takes rational use of assets of urban economy enterprises, use of innovative technologies, formation of investment attractiveness, quality of housing services.

Moreover, innovative urban management as management of the activities for development and implementation of managerial decisions in real time in the field of city life support should be able to solve the following tasks:

- to overcome the crisis of the urban infrastructure caused by a mismatch of its capabilities and the requirements of the environment;
- to ensure life activities of the municipal sector in this field;
- to create conditions for long-term development of urban economy considering internal and external opportunities.

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PROSPECTS OF EXTREME TOURISM IN UKRAINE

DARIYA KOKHANOVSKAYA, 3rd year student

TATYANA SMOLYANAYA, post-graduate

Simeon Kuznets Kharkiv National Economic University

Ukraine with its resource potential is a country of almost unlimited possibilities for the organization of active and extreme rest. Entertainment extreme - a new competitive advantage for any tourist place or route. In Ukraine there are many places for the development of such areas, but today they are mostly in a state of advanced development. That is why the study of the problems of extreme tourism and forecasting further development require detailed study.

Species diversity of adventure tourism in our time really thrills. Each comes up with something new especially to attract tourists and only a thrill. Tourist are competing with nature, overcomes mountain rivers, staying in dangerous caves wins waters of the oceans and seas, learns about the sky through a variety of devices and can fly for several days in space.

Extreme tourism - the kind of tourism that is associated with some risk, extremely high or physical or mental exertion in super heavy conditions. This kind of tourism opens most beautiful parts of the world, offers incredible opportunities, but always associated with danger, and therefore requires good physical and psychological preparation.

The most popular kinds of extreme tourism: speleotourism, rafting, mountaineering and rock climbing [2, p. 42].

Considering the extreme tourism in Ukraine scale, we should mention some regional aspects. According to many authors, promising areas for the development of extreme tourism in connection with suitable natural conditions, climate and topography are the Ukrainian Carpathians and Precarpathians. The place of Safari (photography) in the region are: Vyzhnytsya national park, national parks